

describes or illustrates particular edges **1306** with particular attributes connecting particular user nodes **1302**, this disclosure contemplates any suitable edges **1306** with any suitable attributes connecting user nodes **1302**. As an example and not by way of limitation, an edge **1306** may represent a friendship, family relationship, business or employment relationship, fan relationship, follower relationship, visitor relationship, subscriber relationship, superior/subordinate relationship, reciprocal relationship, non-reciprocal relationship, another suitable type of relationship, or two or more such relationships. Moreover, although this disclosure generally describes nodes as being connected, this disclosure also describes users or concepts as being connected. Herein, references to users or concepts being connected may, where appropriate, refer to the nodes corresponding to those users or concepts being connected in social graph **1300** by one or more edges **1306**.

[0281] In particular embodiments, an edge **1306** between a user node **1302** and a concept node **1304** may represent a particular action or activity performed by a user associated with user node **1302** toward a concept associated with a concept node **1304**. As an example and not by way of limitation, as illustrated in FIG. 13, a user may “like,” “attended,” “played,” “listened,” “cooked,” “worked at,” or “watched” a concept, each of which may correspond to an edge type or subtype. A concept-profile page corresponding to a concept node **1304** may include, for example, a selectable “check in” icon (such as, for example, a clickable “check in” icon) or a selectable “add to favorites” icon. Similarly, after a user clicks these icons, social networking system **1202** may create a “favorite” edge or a “check in” edge in response to a user’s action corresponding to a respective action. As another example and not by way of limitation, a user (user “C”) may listen to a particular song (“Ramble On”) using a particular application (SPOTIFY, which is an online music application). In this case, social networking system **1202** may create a “listened” edge **1306** and a “used” edge (as illustrated in FIG. 13) between user nodes **1302** corresponding to the user and concept nodes **1304** corresponding to the song and application to indicate that the user listened to the song and used the application. Moreover, social networking system **1202** may create a “played” edge **1306** (as illustrated in FIG. 13) between concept nodes **1304** corresponding to the song and the application to indicate that the particular song was played by the particular application. In this case, “played” edge **1306** corresponds to an action performed by an external application (SPOTIFY) on an external audio file (the song “Imagine”). Although this disclosure describes particular edges **1306** with particular attributes connecting user nodes **1302** and concept nodes **1304**, this disclosure contemplates any suitable edges **1306** with any suitable attributes connecting user nodes **1302** and concept nodes **1304**. Moreover, although this disclosure describes edges between a user node **1302** and a concept node **1304** representing a single relationship, this disclosure contemplates edges between a user node **1302** and a concept node **1304** representing one or more relationships. As an example and not by way of limitation, an edge **1306** may represent both that a user likes and has used at a particular concept. Alternatively, another edge **1306** may represent each type of relationship (or multiples of a single relationship) between a user node **1302**

and a concept node **1304** (as illustrated in FIG. 13 between user node **1302** for user “E” and concept node **1304** for “SPOTIFY”).

[0282] In particular embodiments, social networking system **1202** may create an edge **1306** between a user node **1302** and a concept node **1304** in social graph **1300**. As an example and not by way of limitation, a user viewing a concept-profile page (such as, for example, by using a web browser or a special-purpose application hosted by the user’s client system **1206**) may indicate that he or she likes the concept represented by the concept node **1304** by clicking or selecting a “Like” icon, which may cause the user’s client system **1206** to send to social networking system **1202** a message indicating the user’s liking of the concept associated with the concept-profile page. In response to the message, social networking system **1202** may create an edge **1306** between user node **1302** associated with the user and concept node **1304**, as illustrated by “like” edge **1306** between the user and concept node **1304**. In particular embodiments, social networking system **1202** may store an edge **1306** in one or more data stores. In particular embodiments, an edge **1306** may be automatically formed by social networking system **1202** in response to a particular user action. As an example and not by way of limitation, if a first user uploads a picture, watches a movie, or listens to a song, an edge **1306** may be formed between user node **1302** corresponding to the first user and concept nodes **1304** corresponding to those concepts. Although this disclosure describes forming particular edges **1306** in particular manners, this disclosure contemplates forming any suitable edges **1306** in any suitable manner.

[0283] In particular embodiments, an advertisement may be text (which may be HTML-linked), one or more images (which may be HTML-linked), one or more videos, audio, one or more ADOBE FLASH files, a suitable combination of these, or any other suitable advertisement in any suitable digital format presented on one or more webpages, in one or more e-mails, or in connection with search results requested by a user. In addition, or as an alternative, an advertisement may be one or more sponsored stories (e.g., a news-feed or ticker item on social networking system **1202**). A sponsored story may be a social action by a user (such as “liking” a page, “liking” or commenting on a post on a page, RSVPing to an event associated with a page, voting on a question posted on a page, checking in to a place, using an application or playing a game, or “liking” or sharing a website) that an advertiser promotes, for example, by having the social action presented within a pre-determined area of a profile page of a user or other page, presented with additional information associated with the advertiser, bumped up or otherwise highlighted within news feeds or tickers of other users, or otherwise promoted. The advertiser may pay to have the social action promoted. As an example and not by way of limitation, advertisements may be included among the search results of a search-results page, where sponsored content is promoted over non-sponsored content.

[0284] In particular embodiments, an advertisement may be requested for display within social-networking-system webpages, third-party webpages, or other pages. An advertisement may be displayed in a dedicated portion of a page, such as in a banner area at the top of the page, in a column at the side of the page, in a GUI of the page, in a pop-up window, in a drop-down menu, in an input field of the page, over the top of content of the page, or elsewhere with respect